



November 29, 2012

Shoshana M. Grove
Secretary
Postal Regulatory Commission
901 New York Avenue, NW, Suite 200
Washington, DC 20268-0001

Re: Docket No. R2012-6

In accordance with Commission Order No. 1296, issued on March 26, 2012, the Postal Service hereby provides its data collection report on the 2012 Mobile Commerce and Personalization Promotion.

Sincerely,

John F. Rosato
Attorney

2012 Mobile Commerce & Personalization Promotion
Data Collection Report

As required by Order No. 1296 in Docket No. R2012-6, the Postal Service hereby provides its data collection report on the Mobile Commerce and Personalization Promotion, which ran from July 1, 2012 through August 31, 2012.

Overview of Promotion:

As stated in the Postal Service's Notice of Market-Dominant Price Adjustment, filed on February 21, 2012, the Postal Service sought to build upon the awareness generated by the 2011 Mobile Barcode Promotion, by encouraging mailers to integrate more advanced uses of mobile technologies into their direct mail campaigns. In accordance with this goal, the Postal Service designed the Mobile Commerce and Personalization Promotion to promote mailer adoption of more advanced mobile commerce and personalization techniques.

Commission Requested Data:

As requested by the Commission, the chart below shows the volume of mail claiming the discount as well as the discount claimed on those pieces.

Mobile Commerce and Personalization Promotion FY12

PRC Data Report

Source: Postal One

		July 1 - August 31	
Mail Class	Volume (In Millions)	Discount (In Thousands)	
1 First Class Mail:			
2 Presort Letters	222	\$	1,624
3 Presort Flats	0	\$	8
4 Presort Cards	6	\$	30
5 Total First Class Mail	229	\$	1,661
6			
7 Standard Mail:			
8			
9 Commercial:			
10 Letters	740	\$	3,107
11 Flats	315	\$	1,957
12 CR	804	\$	3,940
13 Sat-HD Letters	312	\$	941
14 Sat-HD Flats	893	\$	2,979
15 Total Commercial	3,065	\$	12,925
16			
17 Non Profit:			
18 Letters	54	\$	111
19 Flats	16	\$	64
20 CR	23	\$	71
21 Sat-HD Letters	18	\$	25
22 Sat-HD Flats	3	\$	6
23 Total Non Profit	114	\$	277
24 Total Standard Mail	3,178	\$	13,202
25			
26 Total	3,407	\$	14,863